WHAT IS CLAIMED IS:

1 1.   A method for structuring an automated charitable contribution
2 program at an entity consisting of a plurality of operating units, the method
3 comprising:
4   establishing a program hierarchy including at least one campaign
5 manager, at least one operating unit manager for each of said plurality of
6 operating units, and at least one canvasser reporting to each of said
7 operating unit managers;
8   retrieving information identifying a plurality of potential donors;
9   associating each of said potential donors with a canvasser; and
10   generating an information screen for each of said potential donors.

1 2.   The method of claim 1, wherein said program hierarchy further
2 includes at least one intermediate level manager beneath one of said
3 operating unit managers in said program hierarchy.

1 3.   The method of claim 1, wherein said establishing a program
2 hierarchy further comprises:
3   identifying a plurality of individuals associated with each of said
4 operating units; and
5   selecting at least one of said individuals as an operating unit
6 manager for each of said operating units.

1 4.   The method of claim 1, further comprising:
2   associating each of said operating units with at least one local
3 campaign.

1 5.   The method of claim 4, wherein said associating further comprises:
2   determining a location of each of said operating units and identifying
3 the local campaign associated with said location.

1   6.   The method of claim 1, wherein said establishing a program

2   hierarchy further comprises:

3   assigning system access privilege levels to each of said campaign

4   manager, said operating unit managers and said canvassers.

1   7.   The method of claim 1, wherein said plurality of operating units are

2   operating units of a corporation.

1   8.   The method of claim 1, further comprising:

2   generating a canvasser information screen for each of said

3   canvassers; and

4   generating an operating unit manager information screen for each of

5   said operating unit managers.

1   9.   The method of claim 8, wherein said canvasser information screen

2   facilitates communication between said canvasser, said potential donors

3   associated with said canvasser, said operating unit managers, and said

4   campaign manager.

1   10.   The method of claim 8, wherein said campaign manager information

2   screen facilitates communication between said campaign manager, each of

3   said operating unit managers, each of said canvassers, and each of said

4   potential donors.

1   11.   The method of claim 2, further comprising:

2   generating a manager information screen for each of said

3   intermediate level managers, said manager information screen facilitating

4   communication between said intermediate level manager, said campaign

5   manager, said operating unit managers, a plurality of canvassers reporting

6   to said intermediate level manager, and each of said potential donors.

1   12.   A method for conducting an automated charitable contribution

2   program in an entity having a number of operating units, comprising:

3   transmitting donation solicitation information to a plurality of potential

4   donors at each of said operating units;

5   receiving donation information from at least one of said plurality of

6   potential donors; and

7   updating, substantially in real time in response to said receiving

8   donation information, a pledge database.

1   13.   The method of claim 12, wherein said transmitting donation

2   solicitation information comprises:

3   generating an electronic interface for each of said potential donors,

4   said electronic interface presenting information including said donation

5   solicitation information, said electronic interface facilitating communication

6   between said potential donor and a canvasser assigned to said potential

7   donor.

1   14.   The method of claim 13, wherein said electronic interface further

2   includes:

3   information identifying an amount of a previous donation by said

4   potential donor;

5   information identifying a status of the charitable contribution

6   program; and

7   information identifying donation options of said potential donor.

1   15.   The method of claim 13, wherein said electronic interface further

2   facilitates communication between said potential donor and a campaign

3   manager.

1   16.   The method of claim 13, further comprising:

2   identifying a location of each of said plurality of operating units; and

43

3   associating, based on said location, each of said plurality of

4   operating units with a local campaign.

1   17.   The method of claim 16, further comprising:

2   presenting information identifying said local campaign to said

3   potential donor using said electronic interface.

1   18.   A charitable contribution apparatus, comprising:

2   (a) a processor;

3   (b) a communications device, in communication with said processor,

4   receiving data; and

5   (c) a memory unit in communication with the processor and storing a

6   program, wherein the processor is operative with the program to

7   (i) establish a program hierarchy including at least one

8   campaign manager, at least one operating unit manager for each

9   operating unit of an entity, and at least one canvasser, said

10   canvassers each reporting to one of said operating unit managers;

11   (ii) retrieve information identifying a plurality of potential

12   donors;

13   (iii) associate each of said potential donors with a canvasser;

14   and

15   (iv) generate a charitable donation information screen for

16   each of said potential donors.

1   19.   The apparatus of claim 18, wherein said charitable donation

2   information screen facilitates communication between each of said

3   potential donors and their respective canvasser, operating unit manager,

4   and campaign manager.

1   20.   A computer-readable medium having computer-executable

2   instructions for performing steps comprising:

44

3   (a) establishing a charitable donation program hierarchy including a

4   campaign manager, an operating unit manager, an intermediate level

5   manager reporting to said operating unit manager, and a plurality of

6   canvassers reporting to said intermediate level manger;

7   (b) retrieving information identifying a plurality of potential donors;

8   (c) associating each of said potential donors with one of said

9   canvassers; and

10   (d) generating an information screen for each of said potential

11 donors.

1   21.   A charitable contribution system, comprising:

2   means for establishing a charitable donation program hierarchy

3   including a campaign manager, an operating unit manager, an intermediate

4   level manager reporting to said operating unit manager, and a plurality of

5   canvassers reporting to said intermediate level manger;

6   means for retrieving information identifying a plurality of potential

7   donors;

8   means for associating each of said potential donors with one of said

9   canvassers; and

10   means for generating an information screen for each of said

11 potential donors.

1   22.   A computer-implemented charitable contribution method,

2   comprising:

3   establishing a program hierarchy including at least one campaign

4   manager, a plurality of operating unit managers, at least one intermediate

5   level manager reporting to each of said operating unit managers, and at

6   least one canvasser reporting to each of said intermediate level managers;

7   retrieving information identifying a plurality of potential donors;

8   associating each of said potential donors with one of said

9   canvassers, said associating based at least in part on an operating unit

10 with which each potential donor is assigned; and

11   generating an information screen for each of said potential donors,

12   said information screen facilitating communication between each of said

13   potential donors, said information screen further facilitating electronic

14   submission of donation information.

15

1